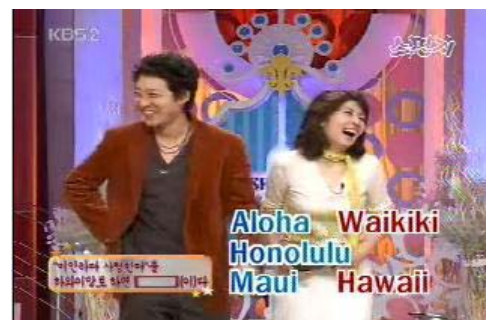


KBS <Sponge> TV Exposure (February 5 – 19)

Continuing to target network TV exposure in Korea, Hawaii Tourism Korea has generated another major TV program for Hawaii this month, highlighting Hawaii's rich culture. Hawaii Tourism Korea made initial contacts with KBS TV's leading weekend edu-tainment TV program called <Sponge> in December and successfully sent a filming crew to Hawaii for 7 days in January. As a result, the TV show is broadcasting three 8 minute segments on Hawaiian culture for 3 weeks from Feb. 5. This popular TV show is rated in the weekly top 5 of all TV programs in Korea with an average 20~23% viewing rate. Fortunately all 3 Hawaii segments secured nearly 28% viewing rates which means that 12.8 million Koreans have watched the Hawaii segments each week. The total PR value generated from the coverage will exceed \$2 million. HTK is holding a series of editing meetings to generate a 4th segment in March.



Honeymoon Fair.com Online Honeymoon Fair

Hawaii Tourism Korea participated in Korea's only Cyber Honeymoon Fair. The 2nd annual <Honeymoonfair.com> is being held for three weeks, from February 15 to March 6, where over 400 honeymoon resorts around the world are introduced and sold through a major internet campaign. The cyber-fair features over 15 Hawaiian resorts with 50,000 visitors expected to the site during the campaign. HTK will offer lucky draw prizes to those would-be-honeymoon couples who purchase Hawaii honeymoon packages online.



Group Media Fam Tour from China

Hawaii Tourism China organized a major Media Fam trip to Hawaii from January 29 – February 4, 2005. Five different publications were invited to promote Hawaii in China through their publications.

Media:	Newspapers:	Circulation:	
	Shanghai Times	500,000	Daily
	Travel Times	150,000	Daily
	Shanghai Evening News	900,000	Daily
	Magazines:		
	Job Weekly	250,000	Weekly
	Traveling Scope	280,000	Monthly



Group picture, from left to right: Hula Girl from Paradise Cove Luau; Mr. Zhang Guo Wei, Chief Editor of Job Weekly; Ms. Tina Yao, Director - Hawaii Tourism China; Ms. Feng Wei Jia, Deputy Chief Editor of Shanghai Times; Hula Boy; Ms. Tang Qin Hua, Editor of Travel Times; Ms. Shen Yi Chen, Director of Shanghai Art & Culture Publishing Company (Special editor for Traveling Scope).

The Itinerary included the following places in Oahu: Diamond Head, Atlantis Submarine, Pearl Harbor, Bishop Museum, Kualoa Ranch, Ala Moana Center, DFS Galleria, Waikale Factory Outlet, Polynesia Cultural Center. Marriott Waikiki Resorts & Spa provided accommodations. Hawaii Tourism China received very positive feedback from participants and anticipates significant coverage as a result.

ELLE Magazine from Taiwan

Hawaii Tourism Taiwan was able to persuade ELLE Fashion Magazine to feature HAWAII in its Spring 2005 issue, including the cover (at right) and 15 inside pages, with photos of popular models from Taiwan and Hong Kong in key Oahu locations. HTT provided assistance to the ELLE Magazine crew and models during the photo shoot in Hawaii.



Asia Promotional Opportunities

SEND US YOUR BROCHURES!

We need your assistance! Because we are distributing many brochures at different trade and consumer shows in Asia, we need a continuous supply of your brochures. We would appreciate it very much if you can send your brochures to each office in Seoul, Shanghai and Taipei. Any quantity and English brochures are welcome -- as well as Korean and Chinese versions if available.

Use Hawaii Tourism Asia to reach out to the Asia markets at no cost!

Hawaii Tourism Korea: Ms. Irene Lee, c/o Marketing Garden Korea, Soonwha Bldg. Suite 1310, 5-2 Soonha-dong, Joong-gu, Seoul 100-731 KOREA, Tel: 82-2-777-0033

URL: <http://www.gohawaii.or.kr>

Hawaii Tourism China: Ms. Tina Yao, c/o Marketing Garden China, Novel Plaza, Suite 1605, 128 Nanjing Xi Lu, Shanghai 200003 CHINA, TEL: 8621-63591523 URL: <http://www.gohawaii.cn>

Hawaii Tourism Taiwan: Ms. Teresa Chang, c/o Marketing Garden Taiwan, Suite 806, No. 51, Keelung Road, Sec. 2, Taipei 110 TAIWAN, TEL: 02-2377-4930 FAX: 02-2377-4375

URL: <http://www.gohawaii.org.tw>

KOREA: To participate in the following fam tours, please contact Irene Lee of Hawaii Tourism Korea at: irenelee@marketinggarden.com

- a) Korean Media Fam Tour (March 19~24)
- b) Busan Travel Agent Fam Tour (April 12~17)

CHINA: Media Visit by Elle Magazine, one of the most popular fashion magazines in China with a 400,000 circulation. 90% of readers are female with high incomes and good educations. HTC will be making arrangements through Pac Rim Marketing for a shoot in May. To participate, please contact Tina Yao of Hawaii Tourism China at: tinayao@marketinggarden.com

TAIWAN & Other Asia: Hawaii Tourism Taiwan will join the See America Committee Booth at the Tainan Travel Fair in Southern Taiwan on March 24-27. For more details, please contact Jemy See of Hawaii Tourism Taiwan at: jemysee@marketinggarden.com

Hawaii Tourism Asia Staff Fam Trip to Hawaii: Hawaii Tourism Asia is organizing a staff Fam trip to Hawaii from April 17 to April 24. We very much appreciate your support for attractions, transportations, meals, etc. For more details and participation, please contact Masaki Sakamoto of Hawaii Tourism Asia at: sakamoto@marketinggarden.com